



Peripheral Vision Launches ISOLIGHT COLOR Light Metering System

Builds on Proven Capabilities of ISOLIGHT System for Test Images; Company Signs Distribution Agreements with MAC Group and Imatest

SANTA CLARA, Calif. – February 3, 2014 – Peripheral Vision, Inc., experts in digital camera design and development, today introduced its [ISOLIGHT COLOR™ light metering system](#) for use with digital still cameras, mobile phone cameras, DSLR video and HD video systems. Building on the original ISOLIGHT light meter system, ISOLIGHT COLOR adds color sensing for further improving the quality and constancy of captured images in the studio environment. Targeting professional studios whose clients' demand critical accuracy when it comes to color and exposure, ISOLIGHT COLOR brings standardization to lighting conditions for studio and remote photography or filmmaking.

“The current methods available to setup and capture light in a color or exposure critical workflow are complex and imprecise, often requiring manual holding of test charts and light meters to measure and record image conditions,” said Michael Okincha, president of Peripheral Vision. “Eliminating such physical constraints, ISOLIGHT COLOR measures everything you need to know about an image to evaluate and correct lighting. This allows it to simplify the testing process and end the guessing game when it comes to lighting.”

ISOLIGHT COLOR includes four full-color RGB light sensors allowing a single person to continuously measure and monitor the absolute illumination level, uniformity and color. Replacing the industry-standard approach of using separate hand-held light and color meters, the device ensures test charts are evenly illuminated by a known color of light when capturing images. Further ensuring ease-of-use, ISOLIGHT COLOR can be connected to a network for remote data acquisition and control, facilitating integration into automated testing and production environments.

At the same time, Peripheral Vision announced that MAC Group is adding ISOLIGHT COLOR and Peripheral Vision to its growing family of brands in the photo, video, and image capture industries. “In recent years, the exponential growth of digital photography has required photographers and film makers to utilize faster and more accurate ways to measure, adjust and capture the lighting in their workflow,” said Joshua M. Fischer, MAC Group Product Marketing Manager for Peripheral Vision. “Our goal is to empower photographers and film makers’ by providing the tools and education that will make their lives easier so they can spend more time behind the camera and less time worrying about the proper color and exposure of their work.”

ISOLIGHT COLOR is available for preorder at www.pv-imaging.com and will ship during the first quarter of 2014. Additionally, the entire Peripheral Vision product line will be available in April 2014 through authorized MAC Group dealers in the United States. For more information please contact your MAC Group Regional Business Manager or MAC Group directly. Both the ISOLIGHT COLOR and original ISOLIGHT are also available through Imatest LLC.

Peripheral Vision will be demonstrating the new ISOLIGHT COLOR light metering system at IS&T | SPIE Electronic Imaging, from February 3-5, 2014 at the Hilton Union Square in San Francisco, Calif.

About Peripheral Vision

Peripheral Vision offers a comprehensive portfolio of services to support all aspects of digital camera design and development. In-house capabilities include optics design and selection, sensor evaluation, test and characterization, sensor driver development, low-noise analog and high-speed digital design, image quality tuning and evaluation, embedded system design, supplier selection and management and engineering project management. Peripheral Vision serves a wide range of imaging markets, including mobile and consumer imaging, DSLR and still imaging, industrial inspection, medical imaging (endoscopy, dental, and laboratory equipment design), security and surveillance and robotics and machine vision. To learn more visit <http://pv-imaging.com>.

About MAC Group

MAC Group is a sales, marketing, and distribution company dedicated to supplying photographers, videographers, educators and students with the world’s finest image-making tools. In addition to the brands it represents in the USA, MAC Group designs and distributes Tenba and Induro products internationally. For more information on the MAC Group, please visit: MACGroupUS.com.

About Imatest LLC

Whether it’s satellites or camera phones, visible light or infrared, Imatest LLC has been leading image quality testing for 10 years. Our software, test charts and consulting services enable our clients to develop the best products possible. Our customers come from all industries, including mobile electronics, security, automotive and medical imaging. For more information, please visit <http://www.imatest.com>.

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